



DM-156-D

DEC 2 1 1990

Winston-Salem, N.C. 27102
919-741-5000

December 18, 1990

TO ALL DIVISION MANAGERS

SUBJECT: New Overhead Main Decor Kit - Item #141451
Overhead Module Decor Kit - Item #141440

We are pleased to announce the availability of a new decor kit for our current Overhead III and IIIR. This new kit has been developed to maximize RJR's impact at the consumer decision point and assist you in maintaining overhead placements.

Features/Benefits:

- New upscale/contemporary design
- Improved consumer POS impact
- Lighted decor to enhance counter/checkout area
- Adaptable to Overhead III or IIIR
- Adapts to ceiling or counter mounting
- Accommodates modules with legs in outboard or inboard position
- Accommodates standard overhead clock
- Dust cover for lower trays
- Accommodates new promotion display bin - Item #140219
- Improved method of changing transparency

Installation:

Converting an existing counter/ceiling mounted overhead does not require removing the overhead from its mounted position. To reduce in-store disruption during installation, the decor kit has been engineered for installation by one person. Estimated inexperienced installation time is two hours or less with experience reducing conversion time to approximately one hour.

Placement Guidelines:

Due to initial limited quantities, placement of the overhead decor kit should be directed to key volume retailers or where RJR placements are threatened by competitive activity.

"We work for smokers."

Sales Brochure:

A Sales Brochure is being developed and should be available in January. The attached photo is being furnished in the interim.

Ordering Procedures:

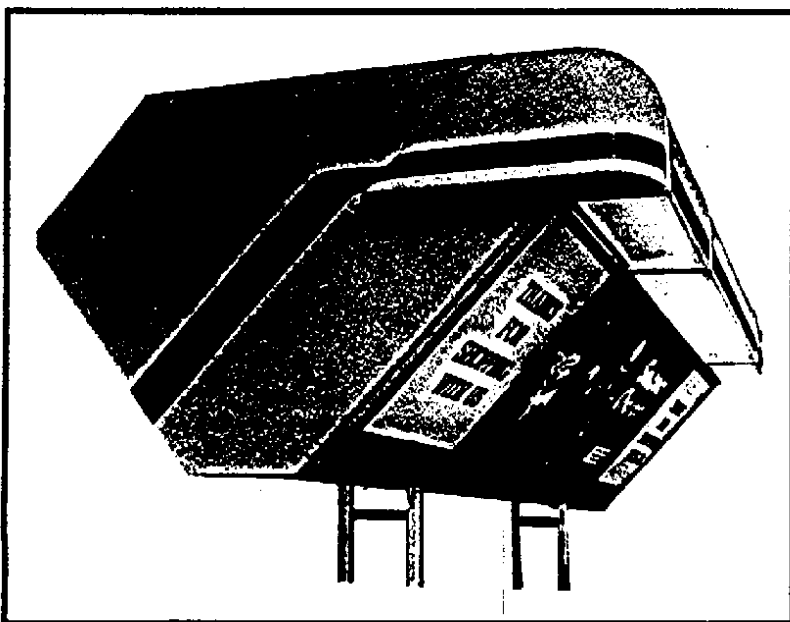
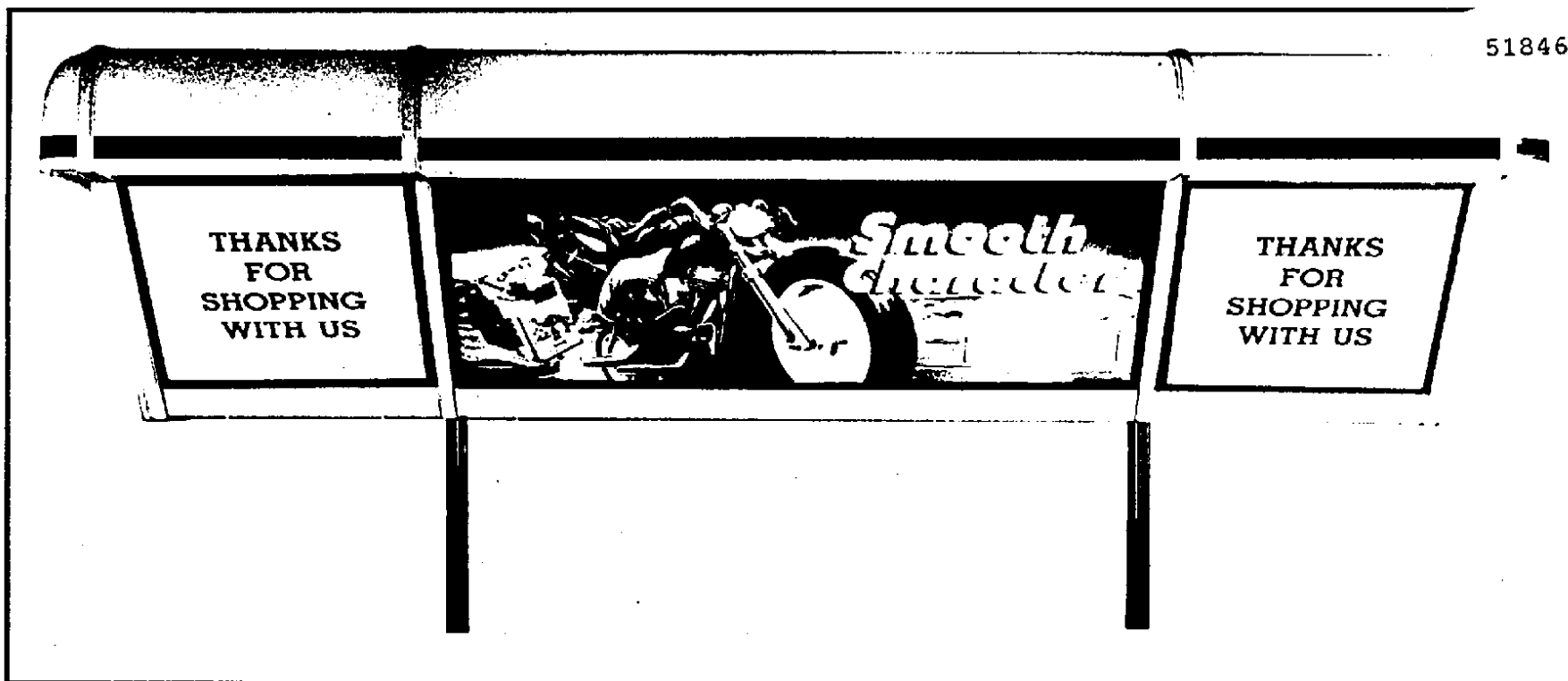
- SMS Order Entry
- Item Numbers - Main Decor Kit - #141451
- Module Decor Kit - #141440
- Packing - Both items; 1 per SKU (Box)
- Inventory Management Category: F
- Allocations will be provided by your Sales Area Office.

R. J. REYNOLDS TOBACCO COMPANY

Attachment

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OVERHEAD DECOR KIT